

B. Sc. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017
SEMESTER IV - COMPLEMENTARY COURSE (APPAREL AND FASHION
DESIGN)

FD4C03TB – FASHION MERCHANDISING AND MARKETING

Time: Three Hours

Maximum Marks: 80

PART A

I Answer all questions. Each question carries 1 mark.

1. Define Merchandising
2. Define Lead Time
3. Give examples for brand
4. Define Sales promotion
5. What are the four Ps in the marketing mix?
6. What is marketing strategy?

(6x1=6)

PART B

II Answer any seven questions. Each question carries 2 marks.

7. Explain any five merchandising terminologies.
8. What is Quantitative research?
9. Define Brand licence.
10. Explain Fashion publicity.
11. Explain Geographic segmentation.
12. Define Secondary research.
13. What is Sales Promotion?
14. Explain Customer profile.
15. Briefly describe Visual merchandising.
16. Explain the purpose of Branding.

(7x2=14)

PART C

III Answer any five questions. Each question carries 6 marks.

17. Explain the following
a) GSM b) Customer profile c) Range planning d) Vendor
18. Write notes on Situation analysis.
19. Explain the Role of fashion buyer.
20. Explain Fashion advertising
21. Write notes on Secondary research methods.
22. Differentiate Macro and Micro environment.
23. Explain Fashion retailing.
24. Explain store categories and Showrooms.

(5x6=30)

PART D

IV Answer any two questions. Each question carries 15 marks.

25. Explain customer segmentation and its importance.
26. Write an essay on Window display.
27. Write an essay on Marketing mix.
28. Explain the importance Fashion merchandising and fashion publicity.

(2x15=30)